



SALESFORCE ADMINISTRATION CONTENT

1. **Cloud Computing Concepts**
 - Introduction
 - Evolution of Cloud Computing
 - Comparison with Other computing techniques
 - Characteristics of Cloud Computing
 - Advantages and Disadvantages
 - Classification of Cloud Computing Services
 - PAAS (Platform As A Service)
 - SAAS (Software As A Service)
 - IAAS (Infrastructure As A Service)
2. **CRM Concepts**
 - CRM Vocabulary
 - CRM Processes
 - Marketing Process
 - Sales Process
 - Support Process
 - Lead Conversion Process
3. **Creating Salesforce Developer Account**
 - Salesforce Products Overview
 - Salesforce Editions
 - Creating Salesforce Developer Account
 - Salesforce overview
4. **Salesforce.com Products Overview**
 - Overview of products
 - Sales : Sales Cloud and Jigsaw(Data.com)
 - Service : Service cloud and Remedy force
 - Social : Chatter and Radian6
 - Custom : Force.com, Database.com, Heroku
 - Appexchange
 - Editions and Pricing
5. **Salesforce Object Management**
 - Standard Objects and Custom Objects
 - Creating / Editing / Deletion of records
 - Creating Custom Fields, Custom Objects
 - Field Dependency, Field History Tracking
 - Lead Conversion Process
 - Web to Lead
 - Creating Applications & Configuration
6. **Data Validation & Formula Fields:**



- Learn about Salesforce CRM Data Validation
 - Create Data Validation Rules & Formula Fields
 - Salesforce Functions for Validation Rules & Formula Fields
 - Learn about the Custom fields & Unique properties
- 7. Customizing Page Layouts**
- Creating and Customizing Page Layouts (Fields, Buttons, Related Lists)
 - Page Layout Assignments
 - Creating Salesforce Business Records (Record Types)
 - Introduction to Business Processes (Lead Process, Sales Process, Support Process, Solution Process)
 - Customizing Record Types
- 8. Object Relationships**
- Introduction to Relationships in Salesforce
 - Lookup Relationship, External Lookup Relationship
 - Master-Detail Relationship
 - Many – Many relationship using Junction Objects
 - Self Relationship
 - Converting Look to Master Details and Vice Versa
 - Limitations in Relationships
- 9. Workflows & Approvals**
- Define Workflow
 - Set up Workflow Rules
 - Types of Workflows (Immediate, Time Dependant)
 - Set up workflow tasks ,Email Alerts, Field Updates and Outbound Messages
 - Creating Time Trigger Workflow Actions
 - Creating Email Templates (Text, HTML, Custom)
 - Introduction to Approval Process
 - Creating Approval Processes
- 10. Security & Data Visibility**
- Introduction to Salesforce Security Model
 - Role Hierarchy & OWD
 - Sharing Settings & Sharing Rules
 - Profiles & Permission Sets & Users
 - Public Groups and Queues & Assignment Rules
 - Field Level Security & Object Level Security
- 11. Data Management**
- Introduction to Data Loader
 - Import & Export Operations in Data Loader
 - Performing DML Operations on Records (Insert, Update, Delete, Upsert)
 - Introduction to Import wizard and Import & Export operations
 - Import wizard Vs Data Loader
- 12. Service Cloud Implementation**
- Introduction to Service Cloud and Objects



- Case Assignment Rules
- Web to Case & Email to Case
- Case Auto Response Rules
- Escalation Rules
- Entitlement Management & Service Console
- Live Agent Setup & Configuration

13. Customer Portal Implementation

14. Partner Portal Implementation & Introduction to Communities

15. Chatter Settings

16. Creating Account Roles, Contact Roles

17. Analytics in Salesforce

- Creating Reports in Salesforce
- Report Types (Standard & Custom)
- Types of Reports (Tabular, Matrix, Summarize, Joined)
- Creating Custom Report Types & Implementation
- Scheduling the Reports
- Introduction to Dashboards
- Dashboard Components & Charts
- Dynamic Dashboards



Salesforce Development Content

Introduction to Cloud Computing

Classification of Cloud Services

- SAAS (Software As A Service)
- PAAS (Platform As A Service)
- IAAS (Infrastructure As A Service)

Overview of Cloud Computing Vendors

Introduction to Salesforce.com and its Services

Salesforce.com Platform (Force.com) and Benefits

- Multitenant Architecture and Benefits
- Overview of Apex and Visual Force
- Overview of Tools (Developer Console, Eclipse IDE)

Apex Language:

Building Blocks of Apex

Data Types (Primitive Types and sObject Types)

Conditional Statements and Iterative Statements

Object Oriented Programming concepts

- OOPs Overview



- Access Specifiers
- Classes and Objects
- Constructors and Types
- Inheritance and its usage
- Abstract classes & Interfaces
- Overloading and Overriding
- Overview of Properties (Set, Get)

Overview of sObject Types

Collection Classes:

Overview of Collections and its Benefits

- List Collection
- Set Collection
- Map Collection

SOSL and SOQL:

Overview of Sales force Query Language (SOQL)

- Select Statement overview
- Retrieving Data from Objects
- Query Conditions (Where, Group By, Having, Order By, Limit, Offset)
- SOQL Governor Limits

Overview of SObject Relationships

- Relationship Queries (Parent – Child, Child – Parent)

Overview of Sales force Search Language (SOSL)

- Search content in the objects

DML Statements:

- Overviews of DML Statements (insert, update, delete and upsert)
- DML Operations with Conditions
- Bulkify DML operations
- Overview of Database Class and Methods
- Introduction to Transactions

Triggers:

- Overview of Triggers and Benefits
- Trigger Events and Trigger Context Variables
- Bulkify Trigger Operations
- Trigger Execution Order
- Recursive Triggers and Usage
- Trigger Best Practices



- Overview of Trigger Handler Factory

Visual Force Pages:

- Overview of MVC Architecture
- Overview of VF Markup and VF Controllers
- Visual Force Page Life Cycle
- Visual Force Tags (Input Tags, Output Tags, Select Tags, Action Tags, Other Tags)
- VF Controllers (Standard, Extension, Custom)
- Pagination in Visual Force
- Standard Set Controller Class overview
- Creating Tab Panes and Panel Grid
- Overriding Buttons, Links and Tabs with Visual Force
- Validations in Visual Force (Java Script)
- Overview of View State and Transient Variables
- Visual Force Components and Usage
- Governor Limits and Best Practices for Visual Force Pages

Email Programming:

- Overview of Email Services and Messaging Namespace
- Inbound Email Services (SingleEmailMessage, MassEmailMessage)
- Outbound Email Services (InboundEmailHandler)
- Governor Limits and Best Practices for Email Services

Batch Processing:

- Overview of Batch Apex and Limits in DML Statements
- Introduction to Database.Batchable and implementation
- State full Batch Processing with Database.Stateful
- Callouts in Batch Apex
- Governor Limits & Best Practices

Scheduling:

- Overview of Apex Scheduler
- Introduction to System.Schedule Interface and Methods
- Implementing the Schedulable interface
- Schedule the Jobs using Sales force UI
- Tracking Schedule Job Status using Queries
- Overview of Cron Triggers and Usage
- Governor Limits



Test Coverage:

- Overview of Test Coverage in Sales force
- Writing Test Classes for the triggers, Classes Batch classes
- Monitoring Test Coverage using Developer Console
- Best Practices for Test Classes

Deployment:

- Overview of Deployment and Organization Landscape
- Preparing Migration Checklist
- Deployment Tools in Sales force (Change Sets, Eclipse IDE, TFS, etc)

Version Controlling:

- Overview of Configuration Management and Tools
- Introduction to GitterBit and TFS (Team Foundation Server)
- Check-in and Check-out, Creating Versions

